

What is claimed is:

[Claim 1] What is claimed is:

A customer relationship management system comprising:

having a database;

having said database contain data about a gaming player; and

allowing said data to be accessed by users of the system being used to offer promotions to said player.

[Claim 2] 2. A customer relationship management system of claim 1 further comprising having said system being accessible by a user through the Internet.

[Claim 3] 3. A customer relationship management system of claim 1 further comprising having said data being historic data of said gaming player.

[Claim 4] 4. A customer relationship management system of claim 3 further comprising having said historic data being the gaming history of said gaming player.

[Claim 5] 5. A customer relationship management system of claim 1 further comprising having said data being the preferences of said gaming player.

[Claim 6] 6. A customer relationship management system of claim 1 further comprising having said system connecting to other database systems.

[Claim 7] 7. A customer relationship management system of claim 6 further comprising having said promotions written in a player's native language.

[Claim 8] 8. A customer relationship management system of claim 1 further comprising having said system contacting said gaming player about a promotion.

[Claim 9] 9. A customer relationship management system of claim 8 further comprising where said gaming player is contacted based on a selection criteria.

[Claim 10] 10. A customer relationship management system of claim 1 further comprising where said database has a promotional file that contains information about the player and the promotions.

[Claim 11] 11. A customer relationship management system of claim 10 further comprising where said promotions are forwarded to a player based on selection.

[Claim 12] 12. A customer relationship management system comprising:

having a database on which a promotion file resides;

having said promotion file contain data about a gaming player;

having said promotion file contain information about promotion, and allowing said data to be accessed by users of the system being used to offer promotions to said player.

[Claim 13] 13. A customer relationship management system of claim 12 further comprising having said system being accessible by a user through the Internet.

[Claim 14] 14. A customer relationship management system of claim 12 further comprising having said data being historic data of said gaming player.

[Claim 15] 15. A customer relationship management system of claim 12 further comprising having said data being the preferences of said gaming player.

[Claim 16] 16. A customer relationship management system of claim 12 further comprising having said system connecting to other database systems.

[Claim 17] 17. A customer relationship management system of claim 12 further comprising having said promotions written in a player's native language.

[Claim 18] 18. A customer relationship management system of claim 12 further comprising having said system contacting said gaming player about a promotion.

[Claim 19] 19. A customer relationship management system of claim 12 further comprising where said gaming player is contacted based on a selection criteria.

